

	A	B	C	D	E	F	G
	Factor	Description	Source	Influence	Retrieve-ment	Activation C1	Focus C1
1							
2	Ambivalent bystander	A group that pursues personal and social values but has a discrepancy between stated values and actual behavior, they agree with regulations through politics.	Lee et al. 2017	negative	direct	Stable	Not specifically assignable
3	Amplifying wellbeing through a green self-image	"We have found that there is a connection between life satisfaction and green lifestyle but it is mostly due to self-image (i.e. one's own assessment of how environmentally-friendly one's behavior is) and not due to concrete pro-environmental behaviors such as conserving water, recycling and so on."	Binder & Blankenberg 2017, p. 320	negative	direct	automated	Focus on the self
4	Ascription of responsibility	To accept the responsibility for ones own actions	Klößner 2013	positive	direct	Situational	Self-transcendent Focus
5	Attitude of mistrust	People hope that governments will come up with regulatory solutions "but at the same mistrust business or government to act with long term vision" . Additionally, "other people" are not trusted to become committed towards sustainable action, which serves as a reason to not engage oneself.	Flynn et al. 2009, p.172; p.175; Also: Fudge & Peters 2011	negative	reported	Stable	Social Focus
6	Availability bias	The inclination to "draw on readily available information that is easily accessible in memory and springs to mind quickly, [...], especially personal anecdotes of family/friends, customer testimonials, and recent, frequent, vivid, salient, emotive or concrete examples."	Frederiks et al. 2015, p. 1388	negative	direct	Automated	Not specifically assignable
7	Awareness of consequences	To be aware of the consequences a certain behaviour would have for oneself	Klößner 2013	positive	reported	Situational	Self-transcendent Focus
8	Bayesian reasoning	Bayesian reasoning means anticipating the likelihood of future events via an internal model constructed from past situations.	Suomala 2020	negative	direct	Automated	Not specifically assignable
9	Boomerang- effect	Reduce one's commitment to sustainable behavior if the amount of one's own engagement is at a higher level than a communicated social norm.	Frederiks et al. 2015	negative	direct	Automated	Social Focus
10	Committed Greens Cluster	A group that views environment as important, purchases green-labelled products, declines use of plastic bags and volunteers time for green projects.	Newton and Meyers 2013	positive	reported	Stable	Self-transcendent Focus
11	Competence-based trust	Trust for the competence, for example the perceived expertise and experience of the source	Frederiks et al. 2015	positive	direct	Situational	Social Focus
12	Consumed time	More time that has to be spent on a certain consumption alternative (in the example more time that is needed to be spent to charge an electric car)	Adnan et al. 2017; Lane and Potter 2007	negative	direct	Situational	Focus on the self
13	Demonstrating morality to others	A group to which it is important to show morality to others. Symbolization focuses on demonstrating characteristics in public (e.g., The types of things I do in my spare time clearly identify me as having these characteristics)."	Hertz and Krettenauer 2016	positive	reported	Stable	Social Focus
14	Desire for extrinsic rewards	Desire for the gains that a person obtains from his surroundings when showing a certain behavior, such as incentives.	Frederiks et al. 2015	both	direct	Automated	Focus on the self
15	Discretionary time	The amount of available time individuals do not spend on working production or on personal care.	Chai et al. 2015	positive	direct	Situational	not specifically assignable
16	Ecological behavior in neighborhoods	Ecological behavior in neighborhoods, particularly in densely populated regions	Babutsidze and Chai 2018	positive	reported	Situational	Social Focus
17	Emotional bond between a child and nature	Children who have had important experiences with nature e.g. time spent outdoors in childhood (alone or with parents, teachers or other adults) or being a witness to the destruction of a nearby natural habitat and have higher trait levels of feeling emotionally connected to the natural world.	Křepelková et al 2020	positive	reported	Stable	Self-transcendent Focus
18	Empathy	An affective state that stems from the apprehension of another's emotional state that is congruent with it	Eisenberg and Miller 1987 citet in Darnell et al. 2019	positive	reported	Automated	Social Focus
19	Enabling measurements	This allows people to make responsible choices by providing them with education, skills and information (for example with information about consequences or possible alternatives, framed in a helpful way) and by making those choices easily accessible through the provision of suitable infrastructure.	Anable et al. 2006	positive	reported	Situational	Social Focus
20	Encouraging measurements	This refers to the use of information, education, incentives, penalties and the law to encourage (motivate), and where necessary, enforce behaviour change.	Anable et al. 2006	positive	reported	Situational	Focus on the self
21	Engaging measurements	"This involves the target audience from the outset. Research shows that when people develop strategies/ policies jointly with the change agency (an approach known as co-production), they take more responsibility for their actions and are more likely to change behaviours. The issue is also raised by Ampt (2003) who notes that social marketing requires a usercentred orientation in which the users/ consumers are active participant in the change process. The social marketer seeks to build a relationship with target individuals/ communities over time. [...] (Halpern et al. 2004; DEFRA 2005; Lefebvre and Flora 1988; Andreassen 1995)"	Anable et al. 2006	positive	direct	Situational	social Focus
22	Enviro-Sceptic cluster	Cluster of people believing that the environmental crisis is exaggerated, they have more important things to focus on, there is no regulation requiring them to and/or it's not their responsibility	Newton and Meyer 2013, p.1226	negative	direct	Stable	Focus on the self
23	Ethical conformist Cluster	A group that has social values in consumption, uses small local stores and welcomes regulation for more sustainability in consumption.	Lee et al. 2017	positive	reported	Stable	Self-transcendent Focus
24	Ethical leaders	Positive, ethical, transformational and transactional leadership, for example shown through initiating and considerations styles, authenticity in leading. Leader's moral actions influence their follower's trust and their willingness to be lead	Jennings et al. 2015; Sweeney et. al. 2015	positive	reported	Situational	Social Focus

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1	Factor	Description	Source	Influence	Retrieve-ment	Activation C1	Focus C1
25	Ethic-orientated social contexts	perceptions of ethical culture, ethics-oriented socialization in companies, ethical organizational structure (organic and flatter instead of mechanistic and rigid), knowledge about past non-prejudicial hirings action	Jennings et. Al. 2015	positive	reported	Situational	Social Focus
26	Exemplifying	This means setting an example and ensuring consistency. Hounsham (2006) notes that, for widespread behavioural change to occur, environmental organisations, councils, governments must all follow their own advice. Even though the message to the public may be that they do not have to do everything so long as they do something, if they are to be convinced, those who represent and promote green values should aim to be a good example across a whole range of lifestyle behaviours. Enabling people to act in pro-environmental ways; engaging/motivating them; encouraging them and exemplifying sustainable behavior; and at last, if necessary, catalyzing behavior.	Anable et al. 2006	positive	reported	Situational	Social Focus
27	Extrinsic religiosity	Utilitarian motivations underlying religious behavior	Jennings et al. 2015, p. 146	negative	reported	Stable	Focus on the self
28	Fear	An unpleasant emotion caused by the threat of danger, pain, or harm, here the fear of making a mistake in organizations.	Turiel 2006	negative	reported	Automated	Focus on the self
29	Feeling of connection with nature	Encompassing nonhuman nature in one's sense of identity. One's connection with nature changes the concept of self, affectively influencing our attitudes toward the natural world.	von den Noortgaete et al 2014	positive	direct	Stable	Self-transcendent Focus
30	Felt pressure because of suddenness or unexpectedness	"One strong result was that all participants reported their 'moral failures' as resulting from a combination of their own emotional blindness, the suddenness and sometimes unexpectedness with which the moral issue arose. and/or situational demands for an immediate response."	Higgins D'Alessandro 2008, p. 108	negative	reported	Automated	Focus on the self
31	Free-Riding effect and social loafing	Reduction of effort, withholding resources, less contribution to the common good if the same benefits can be gained without one's own effort. Additionally, there is the belief that others enjoy benefits without contributing and suspicion of others not doing their part.	Frederiks et al., 2015	negative	reported	Automated	Social Focus
32	High information quality	The perceived quality of the knowledge with respect to a high credibility, legitimacy, accuracy, trustworthiness, and reliability	Nguyen et al. 2017, p. 795	positive	direct	Situational	Social Focus
33	Immediate information given about individual consumption	Immediate information given to an individual about his or her consumption of a particular resource, for example fuel use in cars or domestic real-time energy meters that inform households about electricity and gas consumption and carbon dioxide emissions	Anable 2006; Frederiks et al. 2015; Lee et al. 2020	positive	reported	Situational	Self-transcendent Focus
34	Inductive inference	Extracting meaningful mental representations from sparse data, which may be too sparse to derive a valid representation.	Suomala 2020	negative	reported	Automated	Not specifically assignable
35	Information about positive social norms	"For example, advising consumers that people similar to them (e.g., peers, neighbours) are using less energy or taking certain energy-saving actions, in addition to conveying social approval of such action [...]"	Frederiks et al. 2014, p. 1390; Fudge & Peters 2011; Brooks et al. 2013	positive	reported	Situational	Social Focus
36	Information labels on products	Labels that can be seen on products to influence consumption such as energy efficiency labels or a "green" car label	Anable et al. 2006	positive	reported	Situational	Self-transcendent Focus
37	Integrity-based trust	Trust the integrity of a source for example through their perceived honesty, fairness, openness, and concern for others	Frederiks et al. 2015	positive	direct	Situational	Social Focus
38	Internally conflicted	A group with no clear position, that experience a clash between personal and social values.	Lee et al. 2017	negative	reported	Stable	Not specifically assignable
39	Intrinsic religiosity	When religiousness is an internal motive in a person, she is likely to transcend herself against the background of a higher power in which she believes.	Jennings and colleagues 2015, p. 145f	positive	reported	Stable	Self-transcendent Focus
40	Intrinsic rewards	Operating with the positive motivation of commendation, public recognition and praise for pro-environmental behavior.	Frederiks 2014	positive	reported	Situational	Social Focus
41	Loss aversion	The tendency to stick to what one already possesses because the disutility of losing something (pain of loss) is felt more intensely than the utility of gaining something (pleasure of gain).	Frederiks et al. 2015	negative	direct	Automated	Focus on the self
42	Love for their children and grandchildren	(Grand)parents who wish for their children and grandchildren a future in an intact ecological system.	Brooks et. al 2013	positive	direct	Stable	Social Focus
43	Market Liberalist cluster	A cluster (group of people) that shops in various retail formats to maximize personal benefits and reject consumption regulation for the sake of environment, has a self-focus.	Lee et al. 2017	negative	direct	Stable	Focus on the self
44	Material Greens	A group that tends to view the environment as important, but act only pro-environmentally, if it does not cost money or time.	Newton and Meyer 2013	negative	r/direct	Stable	Not specifically assignable
45	Monetary costs	bigger amount of money that has to be spent on a certain consumption alternative (e.g. higher cost of an electric car)	Adnan et al. 2017; Lane and Potter 2007	negative	direct	Situational	Focus on the self
46	moral attentiveness	moral attentiveness describes the extent to which morality and moral elements are frequently perceived and considered	Jennings et al. 2015	positive	direct	stable	Self-transcendent Focus
47	Moral identity	Moral identity has been defined as "the degree to which being a moral person is important to an individual's identity" . In other words, if individuals feel that moral values such as being honest, compassionate, fair and generous are central for defining their personal identity, they have a strong moral identity.	Hardy & Carlo 2011a, p. 212; Hertz/Krettenauer 2016	positive	direct	Stable	Self-transcendent Focus
48	Moral judgement disposition	This is "the stable tendency to take a specific moral perspective in decisions and action; e.g., ethical ideology and ethical predisposition"	Jennings et al. 2015, p. 106	positive	direct	Automated	Self-transcendent Focus
49	Moral sensitivity	Moral sensitivity "represents a general orientation toward moral implications on the basis of past decisions and behaviors"	Jennings et al. 2015, p. 36	positive	direct	automated	Self-transcendent Focus

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50	New environmental paradigm	This ecological worldview consists of accepting general beliefs that human activity endangers the natural equilibrium, that resources are limited, and that humans are not allowed to dominate nature.	Klöckner 2013	positive	direct	Stable	Self-transcendent Focus
51	Occam's razor	Preference for simple over complex explanations.	Suomala 2020	negative	reported	Automated	Not specifically assignable
52	Perceived behavioral control	"Finally, perceived behavioural control is a measure that captures to which degree people have the opportunity and ability to perform a certain behavioural alternative."	Klöckner 2013, p. 1029	positive	direct	Situational	Not specifically assignable
53	Postconventional stage	In the Defining Issue Test individuals make judgments about dilemmas concerning justice. In the postconventional Schema they focus on the ideals of social justice and cooperation that many or may not be presented in current laws.	Brooks at al. 2013, p.154	positive	direct	Stable	Self-transcendent Focus
54	Practicability	Less practicability that a certain consumption alternative has	Adnan et al. 2017; Lane and Potter 2007	negative	direct	Situational	Focus on the self
55	Preconventional stage	In the Defining Issue Test individuals make judgments about dilemmas concerning justice. In the Personal Interest Schema people focus on how a decision affects the welfare of themselves or close associates	Brooks at al. 2013, p.154	negative	direct	Stable	Focus on the self
56	Pressure to keep up with resource-consuming trends	"[...] some see young people as intrinsically hedonistic in their pursuit of possessions for status, entertainment and identity construction. This may be rooted in the popular perception that this is simply what teenagers do (Abrams 1959), a view further magnified by the degree to which young audiences are targeted in the promotion of novelty and fashion (Chaplin and John 2005, Langer 2005, Cody 2012). Either way, the resulting picture of relatively self-indulgent consumers has received empirical support from studies of consumer behaviour, with emphasis placed on seemingly insatiable wants, the pressure to keep up with trends, and acquisition for short-term pleasure (Wilska 2003, Autio and Heinonen 2004, Russell and Tyler 2005)."	Hitchings et al. 2015, p. 376	negative	reported	Stable	Social Focus
57	Reminders like phone calls or posters	Phone calls to remind one registered to participate in a pro-environmental event or reminder to conserve energy - that could be visual cues and vivid descriptions	Frederiks et al. 2015; Hand et al. 2019	positive	reported	Situational	Self-transcendent Focus
58	Risk aversion	The inclination to avoid risk when positive outcomes such as gains are to be expected and to take risks given the prospect of negative outcomes (such as losses).	Frederiks et al. 2015 p. 1387	negative	reported	Automated	Focus on the self
59	Role models	"Through observing role models and adopting their behavior, agents can learn about actions, skills and solutions from others even in the absence of direct verbal communication. Given the limited amount of cognitive resources and a range of goals, individuals save time and cognitive resources by copying from others solutions to shared problems. This ability to learn from others is thought to play an important role in human phylogeny, where natural selection favours social learners who are able to evaluate potential models and copy the most successful among them, thereby saving the costs of individual learning (Boyd and Richerson, 1988; Buenstorf and Cordes, 2008; Cordes and Schwesinger, 2014; Bandura, 1977; Banerjee, 1992; Bikhchandani et al., 1992; Rogers, 1983; Boyd and Richerson, 1985; Henrich and Gil-White, 2001)	Babutsidze and Chai 2018, p. 297; Also: Anable et al. 2006; Fudge & Peters 2011; Frederiks et al. 2015; Jennings et al. 2015; Sweeney et al. 2015	both	reported	Situational	Social Focus
60	Satisficing	The choice to achieve a satisfactory result and not make the effort to improve it towards an optimal result.	Frederiks et al. 2015	negative		Automated	Focus on the self
61	Seeing forest "as life"	Intrinsic relationship to the forest. Belief: "with no forest there is no life". Being conscious of the care of natural resources through the good use of soil' and usage of organic practices	Robb et. al. 2019	positive	direct	Stable	Self-transcendent Focus
62	Self-conscious moral orientation	A person with this orientation tends to perceive and reflect on the moral implications of one's experiences	Jennings et al. 2015	positive	direct	stable	Self-transcendent Focus
63	Self-enhancement values	Self-enhancement values emphasize pursuing one's own interests. They contrast with self-transcendence values that emphasize transcending one's own interests for the sake of others.	Schwartz et al. 2012	negative	direct	stable	Focus on the self
64	Selfishness	The personality trait selfishness entails narcissism, egoism, and inflated expectations of personal entitlement	Brooks et al 2013, p. 152	negative	direct	Stable	Focus on the self
65	Self-transcendence values	self-transcendence values emphasize transcending own interests for the sake of others. Self-transcendence, in particular, means accepting others as equals and being concerned for their welfare and includes being concerned for the environment	Schwartz et al 2012; Klöckner 2013	positive	direct	Stable	Self-transcendent Focus
66	Social norms	The factor social norms can be seen as the explicit and implicit 'rules', guidelines or expectations of actions within a group or society that shape what is held to be normal or desirable.	Klöckner 2013	both	direct	Stable	Social Focus
67	Socially responsible families	Parents who have an emphasis on social responsibility (e.g., being attentive to others and helping less fortunate members of society), modeled civic behavior by parents, warm and responsive families.	Brooks et al. 2013	positive	reported	Stable	Social Focus
68	Status quo bias	The tendency to stick to default settings or avoid making decisions, especially when things become too complex.	Frederiks et al. 2015	both	reported	Automated	Focus on the self
69	Sunk-cost effects	An irrational fixation on recovering losses and a propensity to invest in courses of action that have already proved futile.	Frederiks et al. 2015	negative	reported	Automated	Focus on the self
70	Sympathy	An emotional response stemming from another's emotional state that is not identical to the other's emotion but consists of feelings of sorrow or concern for another's welfare	Eisenberg and Miller 1987 citet in Darnell et al. 2019	positive	reported	Automated	Social Focus
71	Temporal and spatial discounting	Not linking behaviors to effects when the latter are considered distant in either space or time (such as climate change).	Frederiks et al. 2015; Flynn et al. 2009	negative	reported	Automated	Focus on the self

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1	Factor	Description	Source	Influence	Retrieval	Activation C1	Focus C1
72	Tendency to confirm to social norms	The mechanism to make social comparisons, follow the behavior of others, and follow the explicit and implicit 'rules', guidelines or behavioral expectations within a group or society that shape what is deemed normal or desirable	Frederiks et al. 2015, p. 1387	both	reported	Automated	Social Focus
73	Trust felt towards the source of the information	"Many authors advocate the use of more relevant or 'trusted messengers' in order to improve credibility and legitimacy in the communication of climate change to lay audiences (Lowe et al. 2005; Hounsham 2006; Alexander Ballard and Associates 2005). Some organisations appear to often be better placed to change attitudes and behaviours than others. Therefore information on transport and climate change would be best received if it came from a trusted source (independent of government) that acknowledged areas of debate on key issues before recommending a consensus view (Alexander Ballard and Associates 2005)."	Anable et al. 2006, p. 110 Also: Flynn et al., 2009; Frederiks et al., 2015; Nguyen et al. 2017	positive	reported/ direct	Situational	Social Focus
74	Unethical leaders	Negative and unethical leader behaviors, for example shown through abusive leadership	Jennings et al. 2015	negative	reported	Situational	Social Focus
75	Unethical social contexts	Contexts that impair self-regulatory functioning or heighten self-interest such as observation of coworker unethical behavior, power, primed self interest or mistreatment	Jennings et al. 2015	negative	reported	Situational	Social Focus
76	Unselfishness	Unselfish acts someone who "gives weight to the interests of others, possibly even having to make uncompensated sacrifices. In doing so, the moral actor's motivation would likely not have self-interested goals as most highly prioritized"	Brooks et al. 2013, p. 152	positive	direct	Stable	Self-transcendent Focus
77	Value achievement	To value success according to social standards to gain admiration and power	Schwartz et al. 2012	negative	direct	Stable	Focus on the self
78	Value benevolence	To value preservation and enhancement of the welfare of people with whom one is in frequent personal contact. Being a reliable and trustworthy member of the ingroup	Schwartz et al. 2012	positive	reported	Stable	Self-transcendent Focus
79	Value face	To value maintaining control through status and prestige	Schwartz et al. 2012	negative	direct	Stable	Focus on the self
80	Value hedonism	To value seeking pleasure and sensuous gratification for oneself	Schwartz et al. 2012	negative	direct	Stable	Focus on the self
81	Value humility	humility as a growth value is grounded in freedom from anxiety. Being humble/modest, selfeffacing and accepting ones portion/submitting to life's circumstances. Not drawing attention to oneself and not asking for more, being satisfied with what one has.	Schwartz et al. 2012	positive	reported	Stable	Self-transcendent Focus
82	Value power	To value social status and prestige, control or dominance over people or material and social resources	Schwartz et al. 2012	negative	direct	Stable	Focus on the self
83	Value universalism	To value understanding, appreciation, tolerance and protection of the welfare of all people and of nature.	Schwartz et al. 2012	positive	direct	Stable	Self-transcendent Focus
84	Willingness to sacrifice for the environment	When confronted with day-to-day environmental dilemmas, willingness to sacrifice for the environment represents the extent to which individuals' decisions will take into account the well-being of the environment, even at the expense of immediate self-interest, effort, or costs.	Davis et al. 2011, p. 259	positive	direct	Stable	Self-transcendent Focus